CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 20, No. 50 TORONTO, DECEMBER 28, 1955 $3.00 Per Annum

# LONG, STRONG U-I FEATURE PROGRAM

## Honor March At St. John Banquet

Fifty members of the motion picture industry, along with several guests, honored Reginald G. March, who retired recently as 20th-Fox Saint John manager. With F. Gordon spencer as toastmaster, they enjoyed a banquet in the Admiral Beatty Hotel at

(Continued on Page 18)

## 'Tangled Trail' Of Trade's '55 Take

The leading Canadian business paper, The Financial Post, published in Toronto, assigned Donald R. Gordon to take a look at the state of the motion picture theatre business in Canada. It gave much space to his findings, the article appearing on the sec-

(Continued on Page 8)

## A. W. PERRY, EMPIRE-UNIVERSAL HEAD, PREDICTS BIG BO BIZ

With 12 important U-I features to be released in Canada through Empire-Universal Films in the first four months of the new year, and with 22 more in various stages of production, A. W. Perry, president and general manager of the latter organization, returned from Hollywood in a jubilant mood.

Perry, who attended the U-I meeting of top sales and promotion executives, was accompanied by Mark Plottel, Emp-U sales manager in Canada, and M. J. Isman, Montreal branch manager. He foresaw great benefits to the Canadian exhibitor, as did Plottel and Isman, in both the amount of product and its boxoffice strength. Every picture will be supported with intensive promotion in what is the first stage of the Charles

(Continued on Page 4)

### Lightstone, Gene Fitzgibbons Head CCCJ Committees

Gordon Lightstone, general manager of Paramount Film Service, will again act as chairman of the Motion Picture Committee of Support of The Canadian Council of Christians and Jews, states Richard D. Jones, national executive director. Eugene Fitzgibbons, Famous Players' TV chief, will head the Television Committee. The honorary chairman is the Right Honorable Louis St. Laurent, Canada's Prime Minister.

Co-chairmen for Brotherhood Week (February 19-26) are John J. McHale, KSG, of London, Ontario, and Mr. Justice Edouard Rinfret of the Supreme Court of Quebec.

Motion picture support of Brotherhood Week through trailers and newsreel inserts is being prepared now. John E. Motz of Kitchener heads the daily press section and John A. Marsh of Amherstburg the weekly press section.

### AA's 'Hold Back The Night'

Allied Artists has signed Mark Richman to star in Hold Back the Night.

## '54 Film Rentals Raised By Video

Film rentals amounting to $35,773,251, a record figure, were received by the 48 distributing companies operating in Canada in 1954, 15 more than in 1953, according to the complete figures just issued by the Dominion Bureau of Statistics. This represen-

(Continued on Page 10)

## S. Swartz Heads Wpg. Pioneers

Most of the recent 12th annual meeting of the Canadian Picture Pioneers' Manitoba - Saskatchewan branch, held in the St. Charles Hotel, Winnipeg, was taken up with a discussion of support for the benevolent fund. The afternoon business meeting,

(Continued on Page 5)

## RKO To Regain Place In Product Picture

The new year will see RKO swing into production on a scale that will eventually bring two features per month to its releasing organization, with from 12 to 15 being readied for work during 1956, William Dozier, production chief, said in Hollywood last week. To those arriving at exchanges via this schedule will be added several features originating under financing, production and distribution deals with Independent producers. The news indicated that RKO would return to the market with something of its old impact under the leadership of its new owners.

A staff of producers, directors,

(Continued on Page 24)

### Paramount's 'Piersall Story'

Tony Perkins has been signed to a long-term contract by Paramount and will star in The Jim Piersall Story.

## $350 To Five FP Pilots As 'Fitz Blitz' Prizes

Five Famous Players managers — district winners in the Famous Players recently-concluded 13-week $10,000 Profit Blitz For Fitz cash contest — took home $350 each, $100 of which was a special award from the company's president, John J. Fitzgibbons, Sr., in whose honor it was created. They were Eddie Newman, Metropolitan, Winnipeg; Paul Valliere, Capitol, Quebec; Eddie Lamoureux, Palace, Windsor; Clarence Marshall, Capitol, North Battleford, Saskatchewan; and Robert Knevels, Tivoli, Windsor, Ontario.

Each group had additional winners, and in one 10 collected

(Continued on Page 17)

### RKO Purchases 'Cash McCall'

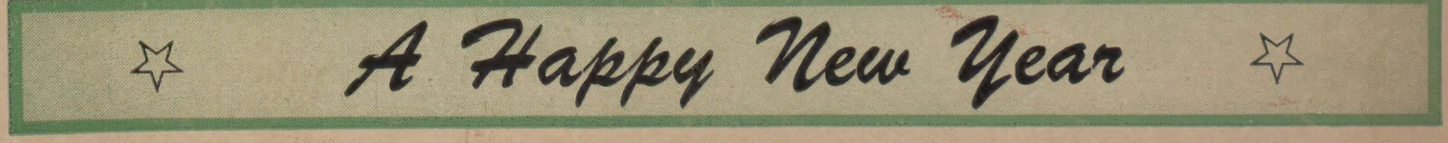
Cameron Hawley's best seller, Cash McCall, has been purchased by RKO for production in 1956.

## VAUGHAN NOW 'GENERAL MANAGER'

**Frank L. Vaughan has been officially named general manager of J. Arthur Rank Film Distributors (Canada) Limited, it was announced by that company's president, Leonard W. Brockington, CMG, QC, LL.D, following a meeting of the board of directors in Toronto.**

**He succeeded Frank H. Fisher, now vice-president in charge of Theatre Operations for The Odeon Theatres (Canada) Limited. Fisher moved over to exhibition late in November and Vaughan, then general sales manager, was placed in charge of the operation of the Rank distribution arm.**

**Announcement of the appointment of an assistant to Vaughan will be made next week, along with the naming of the latter's successor to the position he will leave when promoted. The name of a Republic representative just added by JARO will also be made public.**



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OF AMERICA'S
BIGGEST OF THE YEA

# ...THE WILDERNESS... MOST EXCITING DAYS!

# VICTOR MATURE
# GUY MADISON
# ROBERT PRESTON

R!

# THE LAST FRONTIER

co-starring JAMES WHITMORE · ANNE BANCROFT · with RUSSELL COLLINS

Screen Play by PHILIP YORDAN and RUSSELL S. HUGHES · Based on a novel "The Gilded Rooster" by Richard Emery Roberts
Produced by WILLIAM FADIMAN · Directed by ANTHONY MANN · A COLUMBIA PICTURE

CINEMASCOPE

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*from* **Columbia!**

Film Weekly

Vol. 20, No. 50 December 28, 1955

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CANADIAN FILM WEEKLY
175 Bloor St. East, Toronto 5, Canada
Authorized as Second Class Mail,
Post Office Department, Ottawa
Published by
Film Publications of Canada, Limited
175 Bloor St. East, Toronto 5, Ontario,
Canada — Phone WAlnut 4-3707
Price $3.00 per year.

## Arthur Loew Elected Loew's Inc. President

Arthur M. Loew, for 35 years active in the MGM organization, was elected to the presidency of Loew's Inc., the company which was founded by his late father, Marcus Loew, at a recent meeting of the Board of Directors in New York. He succeeded Nicholas M. Schenck, 73, who became president of the company on the death of the elder Loew in 1927. Schenck was named chairman of the Board and will continue to be active in the affairs of the corporation.

Arthur Loew, 58, will also retain the post of president of Loew's International, through which he will continue to have supervision of all theatres and film distribution activities outside the USA and Canada.

### Ingrid Bergman In 'Anastasia'

Ingrid Bergman has been signed by 20th-Fox to star in Anastasia, to be filmed entirely in Europe.

## Fire Destroys PEI, Alberta Theatres

Fire gutted the six-day, 1,050-seat Prince Edward in Charlottetown, Prince Edward Island. It is one of the city's three houses, all operated by the F. G. Spencer organization.

Another house destroyed by fire was the 195-seat, 2-4 day Paradise, operated by J. P. Hawkes in Paradise Valley, Alberta.

Four other fires in which theatres were badly damaged or destroyed have occurred earlier this year in Canada.

### 20th-Fox' 'Wedding Clock'

James Cagney and Robert Wagner will star in 20th-Fox' The Wedding Clock.

## Pfaff's Office Burns

The offices of Independent Theatres Limited at 600 Bay Street, Toronto, were among those damaged by fire in the McKnight Building. The office of Harold Pfaff was destroyed but the general office, where the records are kept, escaped major damage and it's business as usual.

# U-I Feature Program

(Continued from Page 1)

J. Feldman Annual Sales Drive.

Among the 12 pictures, which Perry says has the greatest grossing potential in the history of the company, are The Benny Goodman Story, due in February with Steve Allen in the lead, which will receive 47 magazine breaks as part of its support; and The Second Greatest Sex,

ALFRED W. PERRY

Spoilers, Never Say Goodbye, All that Heaven Allows and The Backlash. There are also such surefire-type features as The Kettles in the Ozarks and The Creature Walks Among Us.

The U-I product now ready, like that in preparation, will require over a hundred "names," among them such new ones as Germany's O. W. Fischer and Cornell Borchers, and Italy's Rossano Brazzi, who appeared with Katharine Hepburn and Ava Gardner in recent pictures. Van Johnson and George Sanders will be seen, along with Rock Hudson, Jeff Chandler, Tony Curtis and many other U-I contract stars.

In Hollywood Perry and the Canadian delegation heard Edward Muhl, vice-president in charge of production, name 22 best-selling books from which U-I will make presold features.

The majority of films on the feature schedule, it was reported will be filmed in color, with both CinemaScope and VistaVision.

Book properties planned during 1956 include: The Great Man, A Time to Live and a Time to Die, The Night Runner, Maracaibo, Tammy Out of Times, Miss Pettigrew Lives for a Day, And No One Answered, The White King, New Heaven, New Earth, The Shrinking Man, Dead Man Pass, Plans of the Mohawk, Rim of the Caprock, Mississippi Landing, The Gallileans, Dolly Hessian and The Hidden Heart.

Broadway properties slated include Emperor Jones, Sons of Norway and Teach Me How to Cry. Biographical stories scheduled include Ataturk, Battle Hymn, The Bill Robinson Story and The Charles Russell Story.

Other literary properties include The Unfinished Symphony and Kelly and Me.

Meanwhile Empire-Universal continues to distribute U-I's current features, which are The Private War of Major Benson, The Shrike, Female on the Beach, Kiss of Fire, To Hell and Back, Lady Godiva, The Naked Dawn, Tarantula and Running Wild.

## MGM Signs 'Satchmo'

MGM has signed Louis Armstrong to play himself in band sequences in High Society, which will have a cast headed by Bing Crosby, Grace Kelly, Frank Sinatra, Celeste Holm and Walter Pidgeon. The picture is scheduled to start production early in the new year.

## 'Treasure Mountain'

William Prince, young stage, screen and television actor, will return to motion pictures for the romantic lead opposite Valerie French in Columbia's Secret of Treasure Mountain, which Wallace MacDonald will produce, with Seymour Friedman directing.

## TV SHOWS FOTO-NITE WINNER

**A Foto-Nite presentation of $7,900 at the Kent, Toronto to Mrs. Jean Coulson, a 20-theatre winner, had some of the attraction elements of TV's $64,000 Question — which is how Larry Henderson of the CBC's TV News Reel described it to many thousands of viewers. The viewers saw a Brinks truck pull up and the money, in a steel box, was carried in by two armed guards in uniform. There were 79 $100 bills in the box.**

**They were led to the stage by Curly Posen, the theatre manager, where George Oullahan, Foto-Nite chief, presented the prize officially to Mrs. Coulson. Afterwards the Toronto police officers made up an escort to a police station, where the money remained overnight. They then delivered Mrs. Coulson and the money to the bank.**

**The TV break caused much talk and heightened interest in Foto-Nite, which is being used by hundreds of Canadian theatres to stimulate business.**

## OUR BUSINESS by N. A. Taylor

EXHIBITORS in the United States are slowly beginning to realize some facts of life in our business. By now they are or should be reconciled to the idea that never again will some 400 feature pictures per year be made by American studios; that as long as they insist that they can play only American pictures they will be in a seller's market; that as long as they continue to be in a seller's market they will continue to gripe about terms and be helpless to cure the situation.

The obvious answer to this problem is the acceptance by motion picture theatre owners of the fact that they must now foster foreign pictures—and that means not only English films but those produced in France, Italy and other foreign countries. This applies particularly to those situations that are competitive and in which there is a greater shortage of product. Such countries are not only producing a great many more films in color today, but in many cases have adopted the use of CinemaScope. There is an aversion on the part of some to dubbed pictures on the theory that the public will not accept them. Actually, the public will not accept *poorly*-dubbed pictures for which there is no excuse, but will accept *well*-dubbed ones.

In Canada our product situation has been comparatively better because for years many theatres have accepted English pictures as part of their regular program diet. Indeed, some English stars have been built up to the point where they are confirmed boxoffice draws. Canadian exhibitors also have been more responsive to the playing of certain foreign pictures which looked at least like they had a chance of doing some business.

Many English and foreign producers are now planning productions with world-wide appeal — particularly with North America in mind. The indication is, therefore, that shortly more of this type of product will be available. There will be more top pictures of high boxoffice value from England. There will be more foreign pictures dubbed into English in new processes which continue to improve to the point where it is difficult to notice such dubbing at all. If such pictures are good and have some box-

(Continued on Next Page)

## WPG. PIONEERS

(Continued from Page 1)

which saw Harry Swartz elected president, was attended mainly by members residing in Winnipeg and close to it, bad road weather limiting travel.

A banquet and dance followed the meeting and J. Biggerstaff, the previous president, welcomed the guests, among whom were Mr. and Mrs. Polenski of Fort Francis, Mr. and Mrs. G. Miller of Wynyard and Mr. and Mrs. Morris, as well as the members and their ladies.

Charles Krupp introduced five new members and extended the official welcome of the Pioneers to them. Guest speaker was M. J. Finkelstein, QC, who was introduced by Harry Hurwitz, and he spoke on industry and non-industry pioneers and the guarding of democratic rights. He was thanked by Harold Bishop.

Other officers elected were A. Feinstein, who succeeded Swartz as vice-president, and D. Wolk, who followed R. D. Hurwitz into the position of secretary-treasurer. Board members named were S. Swartz, D. Rothstein, J. Ferguson, C. Krupp and R. D. Hurwitz, all of Winnipeg, D. MacKenzie of Estevan, K. Winterton of Saskatoon, G. Miller of Wynyard and J. Todd of Morris. H. Hurwitz was named Social Committee chairman, A. Gunn Membership Committee chairman and H. Gray heads the Publicity Committee.

## Sask. Theatre Opens; Two Others In Work

Lloyd H. Bradley has opened his new Lyric Theatre in Moosomin, Saskatchewan. It will replace the old Lyric, which was the only house in the community.

Under way are Albert Drapeau's structure in Forestville, Quebec and J. Aboussafy's Bonaventure in East Nouvelle, Quebec. Both will be the first in their respective areas.

Renovations and redecorating are being planned by the Community Centre Board for its Community Theatre in Beaver Lodge, Alberta. It is the only theatre in the town.

### OUR BUSINESS

(Continued from Previous Page)

office lure, they will sell tickets and this will help everybody in our business. For self-preservation it is imperative that theatre owners look at the availability of product on a wider basis. A necessary prerequisite, however, is that the producers and distributors of such pictures seek to gain some pre-release potential audience penetration, either through familiarizing the public with the content of individual pictures or through a build up for certain stars or personalities.

# News Notes

## NO SUCCESSOR TO BOURASSA

**So far no one has been named by the Quebec Allied Theatrical Industries to succeed Charles Bourassa as executive secretary. Bourassa, publisher of Le Matin, Montreal daily, retired from the post and was presented with a silver plaque at the annual meeting, held recently in the Mount Royal Hotel.**

**Beside the election of Doris Robert of Granby to succeed William Lester of Montreal as president, William Elman and George Arnott, both of Consolidated Theatres, were elected, respectively, secretary and treasurer.**

**The honorary president, Arthur Hirsch of Consolidated Theatres, is also on the board of directors. Lester, of United Amusement Corporation, became chairman of the board.**

## M'NICOL WINS TCL CONTEST

**Winner of the top prize of $325 in the 13-week contest celebrating the tenth anniversary of Theatre Confections Limited was Jack McNicol of the Columbia, New Westminster, BC. He won the grand prize of $225 and the Vancouver District prize of $100. A total of $2,500 in prizes was distributed for the greatest percentage increase over the same period last year in the sale of popcorn, soft drinks and ice cream. J. J. Fitzgibbons, Jr., general manager of Theatre Confections Limited, congratulated the winners and expressed appreciation of their efforts, which led to increased theatre income during a difficult period at the boxoffice.**

**McNicol's winning of the grand prize brought prizes of $100 each to Frank Troy, TCL branch manager, who serviced the Columbia and Jack McCausland, Famous Paleyrs theatre supervisor, in whose district the Columbia is. Other top winners and their cash awards were A. Fitch of the Empire, Kentville, NS, $225 and a $50 bonus from the F. G. Spencer circuit; Paul Turnbull of the Downtown, Hamilton, $175; Dudley Dumond of the Westwood, Toronto, $150; Len Fromm of the Metro, Toronto, $100; and C. Bahrynowski of the Royal, Fort William, Ontario, $100.**

**Portable radios, electric shavers, picnic coolers, record players and extra cash were some of the additional prizes given to winners by such firms as Confederation and United Amusements, the Spencer circuit, Consolidated Theatres, Cousins Dairy, Pepsi-Cola, Orange-Crush, Super Pufft Popcorn, Vernor's Ginger Ale and Harlan Fairbanks.**

### Horizon Buys Hit Novel

Horizon Productions has purchased Calder Willingham's hit novel and play, End as a Man, and will film it for Columbia.

### WB's 'Toward The Unknown'

Toward the Unknown, an original story and screen play by Beirne Lay, Jr., will be produced by Warner Bros.

No longer vanishing, the Indian takes his place in an active community life. A vivid story of the original Canadians and their progress towards a better life in Canada.

**A NATIONAL FILM BOARD Production**

*Released Through* **COLUMBIA PICTURES**


## Short Throws

**ADDITIONS** to the Adult Entertainment list of the Ontario Censor Board includes I Died a Thousand Times, Killer Bait, The Sheep Has Five Legs, The Girl in the Red Velvet Swing, The Big Bluff, The Big Knife, Naked Street, Queen Bee, Teen Age Crime Wave, The Tender Trap and Rebel Without Cause.

**THEATRE** relations manager for Associated Screen News Limited trailer sales is now John Alexander, an industry veteran. He succeeded Ken V. Cooper, who resigned.

**DISTRICT** representative of the National Film Board in Halifax is Gregory L. Donovan. The regional office in Halifax is now at 97 Dresden Row and that of Rouyn, Quebec at 8 Gamble St.

**ONTARIO'S** Deputy Treasurer, Dr. Chester Walters, has retired at the age of 76, Provincial Treasurer Dana Porter, QC, announced in Toronto. In the post for 18 years, Dr. Walters, who was also Comptroller of Finances, will continue as a consultant. Ontario exhibitors have met Walters many times in the past for discussion of the amusement tax. His successor as financial comptroller is H. Harold Walker, a Treasury veteran.

**ORBIT** Film Corporation has completed shooting on its first film, a two-hour sound and color version in Ukrainian based on the operetta Hutzulka. Directed by Nestor D'Arr, the film stars Sonja Klymetz-Sachno and was produced in Toronto.

**VANCOUVER** voters declared for Sunday sports by 38,031 to 36,124 in the fourth such ballot in recent years, this being the first victory. Transfer of a Pacific Coast League charter was a favorable factor in the vote for a 1 p.m.-to-6 p.m. sports period. The municipality will now ask the Provincial Legislature to amend the city charter.

**INSTITUTIONAL** advertising is being tried by non-movie entertainment operators in Toronto. A large "Stay Young—Go Dancing" ad was placed in the papers by the Auditorium Owners & Operators Association. It named four "Approved Places to Dance."

**SATURDAY** Night critic Mary Lowry Ross wrote Saturday Matinee, an article in The United Press Observer, Toronto, in which she described the Wiggle Test and the search for suitable entertainment for children.

# ...and then they gave him

They gave him
the rank of
General and
the name
of hero...
they gave him
almost every
honor a
fighting man
can win...
and then they
gave him a
court-martial!

# GARY COOPER

IN OTTO PREMINGER'S

# "THE COURT-MARTIAL O

CINEMASCOPE
AND WARNERCOLOR

CO-STARRING
CHARLES BICKFORD · RALPH BELLAMY · ROD STEIGE

STORY AND SCREENPLAY BY MILTON SPERLING AND EMMET LAVERY · A UNITED STATES PICTURES Production · Produced by

MUSIC COMPOSED AND CONDUCTED BY DIMITRI

WITH HAPPY WISHES FOR THE HOLIDAYS FROM WARNER BROS.

# Chaplin Ignored? No, Says Card

The visit of Canadian film writers and commentators to the recent Eastman House Festival of Film Artists in Rochester resulted in a controversy. On his return Clyde Gilmour of The Telegram, Toronto, wrote a column-long criticism based on the absence from the film-excerpts program of one of the winners, Charles Chaplin, noting also that he was not mentioned from the stage. "Rochester's massive decision to pretend that Chaplin never existed was a cheap, shoddy and shameful thing," Gilmour stated.

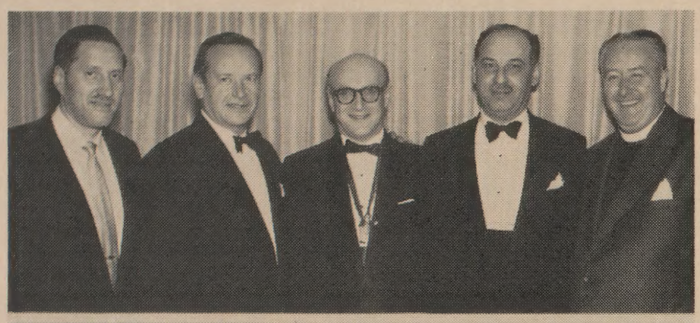
James S. Card, curator of motion pictures at the Eastman House, one of those responsible for the Festival, wrote to the editor of The Telegram, saying of Gilmour that "Without any substantiating evidence he had drawn his own conclusions on the reason no Charles Chaplin films were shown. Nothing can be further from the truth than his inference that the Eastman House or the festival committee intended to discriminate against Mr. Chaplin, for whom we all have the highest respect and admiration as an artist."

Chaplin, sent an announcement of his selection among the winners, did not acknowledge it, nor did he reply to a cable asking his permission to show excerpts from films of the 1915-25 decade, to which he owns the rights. He refused to be photographed by Life as one of the winners.

Was Chaplin mentioned from the stage by Jesse L. Lasky, the chairman, when he named the winners not present? Card says he was. So does Hamilton B. Allen, columnist of the Rochester Times-Union, who used his column to rebut Gilmour's, and also quoted the Variety report of the event by William K. Everson. After Lasky had given the names the Toronto press group, sitting in the balcony, talked about whether Chaplin's name had been mentioned. Not one of the four recalled hearing it. In the group were Gilmour, Hye Bossin of the Canadian Film Weekly, Germaine Clinton of Canadian News Reel and Gerald Pratley of the CBC.

Several days after Card's letter was printed, one from Pratley appeared in the same space. He wrote that he came away with the same impression as Gilmour about the omission of Chaplin being "deliberate and in poor taste." And unless Jesse Lasky "so mumbled Chaplin's name that those of us in the balcony failed to hear it, I'm positive that he did not refer to him."

Card agreed that there was press irritation because of the lack of the usual facilities and privileges. "Unfortunately they were far from adequate and far short of what press representatives have come to expect," he wrote to The Telegram. "We offer our sincere apologies for this, but Eastman House has no one experienced in press relations, nor a budget to hire one for the occasion."



Tent 28, Toronto Variety Club, Installs New Crew

Some 150 Barkers of Tent 28, Toronto Variety Club, and their ladies were in attendance recently at the installation of the 1956 Crew and Chaplains in the Balinese Room of the recently-opened Sign of the Steer. Harry S. Mandell, the past Chief Barker, officiated at the induction ceremony and was presented with a jewelled pin signifying his retirement from his position.

In the top photo, from the left, are Rabbi Reuben Slonim, Chaplain; Mandell; David Griesdorf, who was elected by the Crew to the post of Chief Barker; N. A. Taylor, named First Assistant Chief Barker for the new term; and Reverend Ray McCleary, Chaplain. Father G. J. Cherrier, OBE, the third Chaplain, is not shown.

The bottom photo shows the 11-man Crew. Seated in front are Griesdorf; Taylor; Dan Krendel, elected Second Assistant Chief Barker; Lou Davidson, voted in as Property Master; and J. A. Troyer, named Dough Guy. Standing at the back are Herb Allen, George Altman, Clare Appel, Joe Bermack, Jack Fitzgibbons and Ernest Rawley.

## Re The Year Book

If you are a subscriber and haven't gotten your Year Book of the Canadian Motion Picture Industry, will you please notify us? Several that came out of their envelopes have been returned to us by the Post Office.

## MGM, Clift Deal

For the first time in his career, Montgomery Clift has signed a multiple-picture contract, calling for three starring roles in MGM productions. In his first he will star with Elizabeth Taylor in Raintree County.

## DBS NEW-THEATRE FIGURE: 96

**In 1954, when, according to the Dominion Bureau of Statistics, paid admissions to movie theatres dropped by over eight per cent and 77 theatres closed, 96 new cinemas opened in Canada. In addition 13 previously closed reopened.**

**This shows how difficult it is to maintain accurate figures on new theatres in Canada. It is likely that the above ones include 16 mm. places of exhibition, for they give 17 as the figure for Newfoundland and 27 for Quebec.**

**Canadian Film Weekly figures for 1954, gathered from the most authoritative sources, show the figure for new theatres, presumably newly constructed in all cases, to be 91 — and these are all 35 mm. situations, of which 56 were drive-ins. Quebec had ten new theatres and Newfoundland none by our records.**

**In the same way quite a few of the DBS closed theatres may be 16 mm. situations, many of them in halls classed as theatres.**

## Lloyd Nolan Cast

Lloyd Nolan will star with William Holden in Toluca Productions' first picture for Warner Bros. presentation, Toward the Unknown, which Mervyn Leroy will produce and direct. Scheduled for January the WarnerColor film will be based on an original story and screenplay by Beirne Lay, Jr.

## 'TANGLED TRAIL'

(Continued from Page 1)

tion page under the title, How TV Made the Movie Industry Wake Up. The sub-heading read: New Equipment and Big Budgets For Next Year to Offset '55 Losses.

Various film and theatre people, with only one named, contributed opinions and information. "If you want to talk about Canada's film industry, bring along a towel," is the opening sentence. The rest of the article has little new for industry people, except perhaps the information below, which gives "the tangled trail" of 1955's expected theatre gross, $103 millions:

| | Millions |
|---|---|
| Taxes | $15.5 |
| Promotion | 17.0 |
| Salaries | 16.5 |
| Overhead | 18.0 |
| Rental | 33.0 |
| Profit | 3.0 |

The distributors' share of the total ($33 millions) consisted of:

| | Millions |
|---|---|
| Wages and salaries | $8.5 |
| Taxes and censorship | 3.5 |
| Operating costs | 2.5 |
| To producing companies | 18.5 |

"The $18.5 millions goes out of Canada to producing companies in the U.S., United Kingdom, France and Italy," the article said. "Estimates are that about 8c of every $1 earned for a movie in North America comes from Canada. The actual film makers average a profit of about 4 percent of their total gross."

## Bomb Scare Empties Toronto Theatre

Toronto's Odeon Humber Theatre was emptied by police and staff when a crank telephoned a local newspaper and said that he had set a time bomb. The 800 patrons were given re-entry tickets but some 75 demanded a refund and were given it. No trace of a bomb could be found even though the theatre was searched completely twice. Similar incidents have been reported recently in Los Angeles and New York.

## 20th-Fox To Release Alperson's 'Mohawk'

Mohawk, an Edward L. Alperson production in Pathe color, starring Scott Brady, Rita Gam, Neville Brand, Lori Nelson and Allison Hayes, has been acquired for release by 20th Century-Fox and will permiere next March.

Based on a legend of the Mohawk Indian tribe, part of the Iroquois group who lived in the Mohawk Valley of New York State, the picture will be given a long advance build-up and open initially in that upstate area via a saturation campaign in which several hundred theatres are expected to participate.

**SAVAGE...**
*in its lusty brawling story of a troubled ship, a desperate woman and a mutinous crew*

A J. ARTHUR RANK ORGANIZATION PRESENTATION

# PASSAGE HOME

*featuring*

**ANTHONY STEEL**
**DIANE CILENTO**
**PETER FINCH**

the pictures from

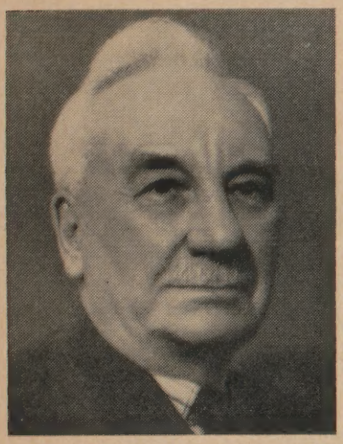
**JARO**

speak for themselves.. where they count the most.....at your

**BOX-OFFICE!**

# Laud Cousins On 90th Birthday

The 90th birthday of Ernest Cousins, Montreal business man who is chairman of the board of United Amusement Corporation, was noted by much publicity in the local papers. The Montreal Star printed a two-column picture of the immigrant from England who arrived in



ERNEST COUSINS

Quebec on May 10, 1884 at the age of 19 and went to work for a farmer at $5 per month and board. Under the picture was a long story.

He got a milk route in 1889 on his own and built it into the present $2,000,000 business. In 1909 he and the late George Ganetakos were among 20 stockholders who formed the Canadian Amusement Company to operate the Moulin Rouge cinema.

In 1912, with the building of the Strand Theatre, the Independent Amusement Company, which absorbed the Canadian Amusement Co., was formed and in 1916, under the leadership of Cousins and Ganetakos, United Amusements Limited was organized to build and operate the Regent Theatre. United Amusement Corporation Limited was formed in 1924 and took over the Independent Amusement Company and United Amusements Limited.

Ernest Cousins became a director of the company in 1912 and president in 1913 — a position he held until he became board chairman and was succeeded by the late George Ganetakos.

He goes to his office at 75 Colborne Street at 9 every morning and leaves it at 2 p.m. to have a look at other business interests. Then he goes home to 720 Victoria Avenue. Recalling the poor times in which he arrived, he observed that "I have seen Canada grow to become a mighty nation of which I am as proud as any other Canadian."

# TV Boosts Rentals

(Continued from Page 1)

ted a gain of $1,336,642 over the $34,436,609 of 1953 and, when the receipts from advertising ($444,011, a drop of $89,966) and other sources ($450,350, a drop of $25,357) are added, gives us a grand total of $36,667,612.

This is the reverse to the figures for boxoffice receipts and admissions for the same year, published earlier in the Canadian Film Weekly. Theatre grosses were down by 3.3 per cent, amounting to a loss of $3,556,965, and admissions decreased by 8.5 per cent, representing 18,081,943 fewer sold tickets.

Partially responsible for the gain in rentals while at the same time theatre receipts were dropping is the addition of 15 companies and 12 exchanges branches to the field, most of these new ones opening to service TV and non-profit societies.

According to the DBS, there were 7,302 films in 35 mm. used theatrically in 1954 and these were rented for $32,831,209. In 16 mm. gauge there were 1,513 films used theatrically and these took in $1,617,870 in rentals. The combined total for the two gauges was 8,815 films and $34,449,079. The difference between this figure and the one used earlier — $35,773,251 — being made up by income from films for industrial use and for private or non-theatrical use, which together had $1,324,172 in rentals.

The $1,617,870 figure for theatrical 16 mm. rentals is a drop of $404,242 from the $2,022,112 of 1953 and is probably accounted for by the closing of some 16 mm. houses and the conversion of others to 35 mm. However, the non-theatrical category of 16 mm. film rentals — given by the DBS as $1,324,172 in 1954—shows a gain of $935,040 over 1953, reflecting the increased use of films by industrial concerns and TV.

The following table of annual rentals, in which each figure represents the combined 16 and 35 mm. yield from every source, shows the progessive increase:

| Year | Firms | Branches | Rentals |
|---|---|---|---|
| 1930 | — | 59 | $ 9,536,200 |
| 1933 | — | 59 | 6,797,600 |
| 1934 | — | 60 | 7,370,200 |
| 1935 | — | 61 | 7,404,500 |
| 1936 | — | 66 | 8,358,900 |
| 1937 | — | 63 | 9,471,100 |
| 1938 | — | 62 | 10,218,700 |
| 1939 | — | 67 | 10,315,500 |
| 1940 | — | 72 | 11,445,167 |
| 1941 | — | 69 | 12,368,446 |
| 1942 | — | 78 | 13,892,093 |
| 1943 | 23 | 87 | 15,163,355 |
| 1944 | 23 | 88 | 16,516,073 |
| 1945 | 26 | 86 | 17,490,264 |
| 1946 | 29 | 91 | 18,652,892 |
| 1947 | 29 | 114 | 19,464,706 |
| 1948 | 29 | 118 | 21,591,712 |
| 1949 | 37 | 119 | 24,893,657 |
| 1950 | 36 | 118 | 26,800,789 |
| 1951 | 33 | 123 | 29,225,867 |
| 1952 | 36 | 129 | 32,911,042 |
| 1953 | 33 | 124 | 34,436,609 |
| 1954 | 48 | 136 | 35,773,251 |

The figures from the years previous to 1940 include receipts from advertising and other sources. The totals from 1946 on are presumed to be from every type of exhibition, including drive-ins.

As a guide to the amount of rentals for 35 mm. only the following figures for 16 mm. theatrical and non-theatrical rentals will help:

| Year | Rentals |
|---|---|
| 1944 | $ 967,179 |
| 1945 | 1,198,016 |
| 1946 | 1,173,170 |
| 1947 | 1,180,170 |
| 1948 | 1,444,872 |
| 1949 | 1,684,953 |
| 1950 | 1,713,813 |
| 1951 | 1,894,461 |
| 1952 | 2,281,540 |
| 1953 | 2,411,244 |
| 1954 | 2,942,042 |

The DBS report did not separate rentals from drive-ins, which increased by 56 to 230 in 1954 and gained $454,027 in receipts and 1,245,458 in admissions.

It is well to remember that the overall decline in admissions and receipts took place in the face of a gain of 32 places of exhibition in the 1954 total of 3,471. Of these 1,938 were regular theatres — 32 more — and these included 210 using 16 mm. equipment. So that in 1954 theatres were increasing and admissions and receipts declining — a seemingly illogical situation.

New films of all types released during 1954 numbered 3,833 of which 1,833 were for theatrical use on a commercial basis. In 1953 the total of all types released was 3,521 and those for theatrical use numbered 2,983, which is 1,150 more. The decline in product is reflected in these figures.

Of 1,833 35 mm. films 1,374 were in English, 336 in French and 123 in other languages. In 16 mm. the total was 2,000, of which 1,422 were in English, 423 in French and 155 in other languages.

The DBS listing of "features" is puzzling and that term must have a meaning different from that of the theatrical industry, which regards a picture usually eight reels or longer as full length. There were 840 35 mm. features, of which 504 were in English, 218 in French and 118 in other languages. Of the 594 16 mm. features, 304 were in English, 204 in French and 86 in other languages.

The USA provided 628 features, France 322, Great Britain 241, Canada 15, Italy 102 and other countries 126.

The film distribution companies paid out over $600,000 more in salaries and wages in 1954 than they did in 1953, most of it accounted for by the new companies.

## Cast Completed For Col.'s 'Zarak Khan'

The fourth starring role in Zarak Khan, Warwick's production for Columbia starring Victor Mature, Michael Wilding and Anita Ekberg, has been handed to Eunice Gayson, a film newcomer, who is currently England's number one television attraction.

Terence Young is directing and Phil C. Samuels is producing Zarak Khan, Warwick Productions' most ambitious project to date, being filmed in CinemaScope and Technicolor on location in Spanish Morocco.

### UA's 'The Clean Break'

Sterling Hayden and Coleen Gray will star in UA's The Clean Break.

### Goldwyn, Jr. Buys Novel

Samuel Goldwyn, Jr., has acquired screen rights to Frederick Wakeman's novel, Shore Leave, which he will produce for UA release.

## Republic Signs Stars For 'Dakota Incident'

Dale Robertson, John Lund and Ward Bond have been signed to star with Linda Darnell in Republic's Dakota Incident, now under way on location at Red Rock Canyon, California, with Lewis Foster directing the production for associate producer Michael Baird.

The big outdoor drama will be filmed in Trucolor by Consolidated from an original screenplay by Frederick Louis Fox.

## Wm. Holden To Star In Wallis' 'Rainmaker'

Hal Wallis has signed William Holden for the big title role in his forthcoming VistaVision filmization for Paramount of the Broadway play, The Rainmaker.

Holden, one of the screen's most sought-after stars, has sought this role himself ever since Wallis purchased the N. Richard Nash romantic comedy a year ago and regards it as his most important in some time. The Rainmaker is scheduled to roll late in January.

### Columbia's 'Harder They Fall'

Jan Sterling will star opposite Humphrey Bogart in Columbia's The Harder They Fall.

# EXAMINE THE PARAMOUNT 1955 BOXOFFICE LP* RECORD!

## ITS HOT BOXOFFICE MUSIC WILL CONTINUE ALL THROUGH

# 1956

as PARAMOUNT *stays right in the groove with plenty of LP pictures!*

*Long Playing

BURT LANCASTER · ANNA MAGNANI

in HAL WALLIS' Production
of Tennessee Williams'

# THE ROSE TATTOO

also starring Marisa Pavan · Ben Cooper
with Virginia Grey · Jo Van Fleet · Sandro Giglio
Directed by Daniel Mann · Screenplay by Tennessee Williams
Adaptation by Hal Kanter · Based on the Play,
"The Rose Tattoo" by Tennessee Williams
Music Score by Alex North

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

# THE RECORD FOR 1956 WILL

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

BING CROSBY · DONALD O'CONNOR
JEANMAIRE · MITZI GAYNOR
PHIL HARRIS

in

# ANYTHING GOES

Produced by Robert Emmett Dolan · Directed by Robert Lewis
Music and Lyrics by Cole Porter · New Songs by Sammy Cahn and
James Van Heusen · Screen Story and Screen Play by Sidney Sheldon
From the play by Guy Bolton and P. G. Wodehouse
(Revised by Howard Lindsay and Russel Crouse)
Color by Technicolor

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

JAMES STEWART
DORIS DAY

in

ALFRED HITCHCOCK'S

# THE MAN WHO KNEW TOO MUCH

Directed by Alfred Hitchcock
Screenplay by John Michael Hayes and Angus MacPhail
Based on a Story by Charles Bennett and D. B. Wyndam-Lewis
Songs by Jay Livingston and Ray Evans
Color by Technicolor

DEAN MARTIN and JERRY LEWIS
in HAL WALLIS'
# ARTISTS AND MODELS
co-starring
Shirley MacLaine • Dorothy Malone • Eddie Mayehoff
with Eva Gabor • Anita Ekberg • George "Foghorn" Winslow
Directed by Frank Tashlin • Produced by Hal Wallis
Screenplay by Frank Tashlin, Hal Kanter and Herbert Baker
Adaptation by Don McGuire • Based on a play by Michael Davidson
and Norman Lessing • Songs by Harry Warren and Jack Brooks
Color by Technicolor

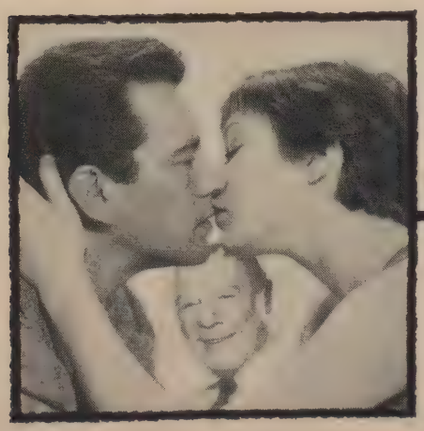
VISTAVISION
MOTION PICTURE HIGH-FIDELITY

# AGAIN RECORD PARAMOUNT'S LEADERSHIP...

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

DANNY KAYE
in
# THE COURT JESTER
with
GLYNIS JOHNS
co-starring
Basil Rathbone • Angela Lansbury • Cecil Parker
Words and Music by Sylvia Fine and Sammy Cahn
Written, Produced and Directed by Norman Panama and Melvin Frank
Color by Technicolor

VISTAVISION
MOTION PICTURE HIGH-FIDELITY



ALFRED HITCHCOCK'S
# THE TROUBLE WITH HARRY
starring
Edmund Gwenn • John Forsythe • and introducing Shirley MacLaine
Directed by Alfred Hitchcock • Screenplay by John Michael Hayes
Based on the Novel by Jack Trevor Story • Color by Technicolor

GEORGE GOBEL
MITZI GAYNOR
DAVID NIVEN
in
# THE BIRDS AND THE BEES

co-starring Reginald Gardiner · Fred Clark
Produced by Paul Jones · Directed by Norman Taurog
Screen Play by Sidney Sheldon and Preston Sturges
Based on a story by Monckton Hoffe
Musical Numbers Staged by Nick Castle
New Songs by Harry Warren and Mack David
Color by Technicolor

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

KATHRYN GRAYSON
ORESTE
in
# THE VAGABOND KING

also starring
Rita Moreno · Sir Cedric Hardwicke · Walter Hampden
Directed by Michael Curtiz · Produced by Pat Duggan
Screenplay by Ken Englund and Noel Langley
Based on the Musical Play · Music by Rudolf Friml
Book and Lyrics by William H. Post and Brian Hooker
Presented on the Stage by Russell Janney
From a play by Justin Huntly McCarthy · Color by Technicolor

# PARAMOUNT
# 1956

# THE SCARLET HOUR

Produced and Directed by Michael Curtiz
Introducing Carol Ohmart · Tom Tryon · Jody Lawrance
with James Gregory and Elaine Stritch · Song: "Never Let Me Go"
sung by Nat "King" Cole, A Capitol Recording Artist
Screenplay by Rip Van Ronkel, Frank Tashlin
and John Merdyth Lucas
Story by Rip Van Ronkel and Frank Tashlin

VISTAVISION
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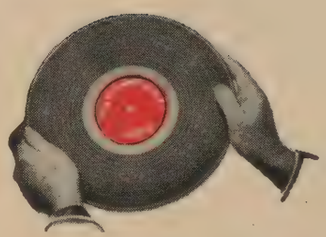


RECORD FEATURES BUILT-IN BOXOFFICE INGREDIENTS

# MORE TOP RECORD BREAKERS FOR 1956

## THE PICTURE BASED ON TOLSTOY'S FAMOUS NOVEL, "WAR AND PEACE"

*Starring Audrey Hepburn, Henry Fonda, Mel Ferrer. With Anita Ekberg, Vittorio Gassman, Oscar Homolka, Milly Vitale. Also starring John Mills. Directed by King Vidor—Produced by Ponti-DeLaurentiis. In VistaVision and color by Technicolor*

## THAT CERTAIN FEELING

*Starring Bob Hope, Eva Marie Saint, George Sanders. With Pearl Bailey. Produced and directed by Norman Panama and Melvin Frank. In VistaVision and color by Technicolor*

## THE PROUD AND PROFANE

*A Perlberg-Seaton Production. Starring William Holden, Deborah Kerr. Co-starring Thelma Ritter, Dewey Martin. In VistaVision and color by Technicolor*

## PARDNERS

*Starring Dean Martin and Jerry Lewis. Directed by Norman Taurog. In VistaVision and color by Technicolor*

## TO TAME A LAND

*Starring Marlon Brando. In VistaVision and color by Technicolor*

## THE MOUNTAIN

*Starring Spencer Tracy and Robert Wagner. Co-starring Claire Trevor. In VistaVision and color by Technicolor. Produced and directed by Edward Dmytryk. From the best-selling novel*

## THE RAINMAKER

*Hal Wallis Production. Starring William Holden. Based on the Broadway hit stage play*

PARAMOUNT'S 1956 RECORD WILL BE CLIMAXED BY

The Most Important
Motion Picture Ever Made . . .

CECIL B. DeMILLE'S
production of

# THE TEN COMMANDMENTS

in

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

and Color by Technicolor

*For Every Date in 1956:*
**PARAMOUNT NEWS**
*and*
**PARAMOUNT SHORTS**
*many in*
VISTAVISION

### New Title 'Hell On Frisco Bay'

Warners' Alan Ladd-Edward G. Robinson-Joanne Dru starrer known in work as Hell on the Dock, has been retitled Hell on Frisco Bay.

# 'Fitz Blitz' Winners

(Continued from Page 1)

sums downward from $205 for second place. As with first places, the prizes were supplemented by personal additions by Fitzgibbons.

Each district had three prizes for thrifty operation, the winners getting $75 from the company and $30 from Fitzgibbons. The top cash catchers in each district were Bert Wiber, Capitol, Edmonton; Tom Daley, University, Toronto; Harry Wilson, Capitol, Chatham; Walter Bennett, Capitol, Vernon, BC; and Bob Hurwitz, Starland, Winnipeg.

Both Lamoureux and Marshall got an additional $205 for the managers who made the best comparative showing, the former for the East and the latter for the West.

Mort Margolius won $350, $100 of which was from Fitzgibbons, as the winning district manager, with E. E. Fitzgibbons second and Ray Tubman third.

The top booker's prize of $350 went to Herb Black, with John Heggie and Paul Cardell following in that order.

There were many extra cash awards from $25 down for examples of good showmanship, management, sales, promotion and so on, these going to weekly winners.

The campaign was accounted a success and the company is looking forward to similar stirring of public interest in theatres, along with the striving for economical management by everyone connected with the theatre or its requirements.

Dan Krendel, who acted as national drive captain, thanked all who participated, saying: "This is not the end but indeed a bright new beginning."

### Republic's 'Blonde Heathen'

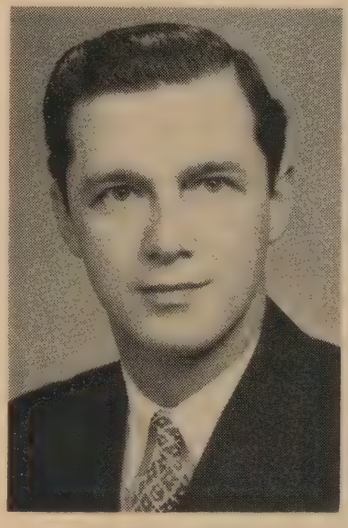
Republic has acquired Jim Allen Savage, Jr.'s The Blonde Heathen.

### 'Baby Doll' Shooting Started

Shooting has started on Warners' Baby Doll, which is based on the Tennessee Williams story and is being produced and directed by Elia Kazan.

MORT MARGOLIUS

PAUL VALLIERE



HARRY WILSON

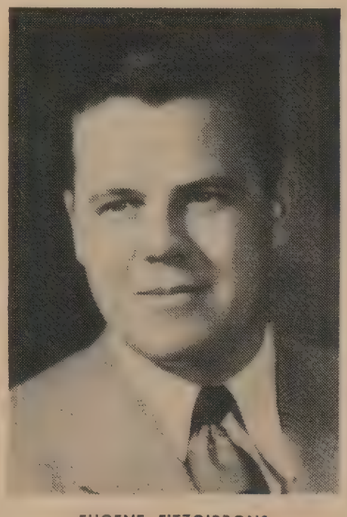
ED LAMOUREUX

EDDIE NEWMAN

CLARENCE MARSHALL

RAY TUBMAN

HERB. BLACK



EUGENE FITZGIBBONS

BOB KNEVELS

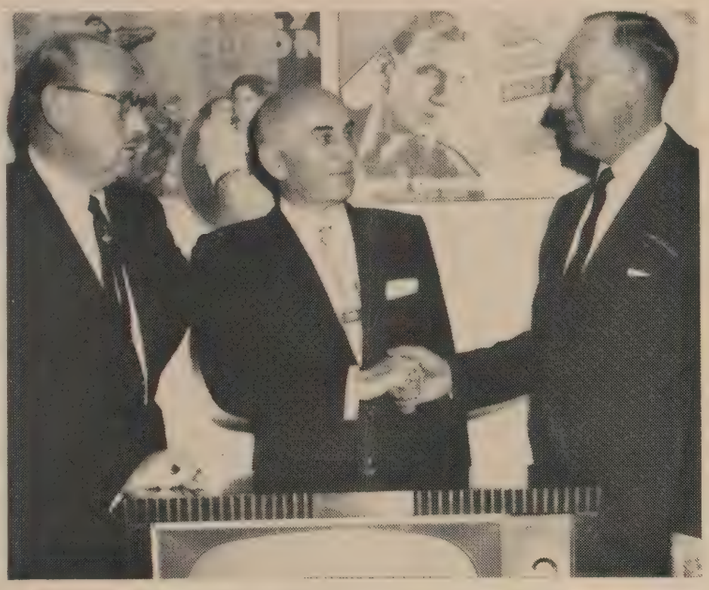
## News Clips

The man who projected the Jeffries-Sharkey fight in 1899, C. R. Wood, Sr. died in Florida at 82 . . . Doug Wilkinson, who shot several Arctic subjects for the National Film Board, just brought out a book, Land of the Long Day, which is about the region and its people . . . The US Federal Court supported the right of producers to keep their 16 mm. prints off TV. Judge Leon R. Yankwich ruled against the Department of Justice contention that five majors, in so doing, were engaging in a conspiracy . . . One-time Odeon manager in Trenton and Kingston, Harry Dunk died recently in the latter city from a heart attack at 42.

Harry Roth, manager of the Victory, Toronto, was slugged by a holdup man who hid in the theatre. He failed to get any of the receipts . . . John Latimer, CBC film procurement officer in Toronto, has resigned to take the management of a boys' camp, Kilcoo, which has a staff of 60 . . . Charlie Perrie has been transferred from Peterborough by Famous Players to succeed Leslie E. Mitchell as manager of the Regent, Brockville. Mitchell was moved to the Capitol, Welland to replace George Forhan, Jr., who resigned to join the ad staff of The Evening Tribune.

Managing editor of Le Soleil and L'Evenement, Quebec newspaper, Irenee Masson passed away in Quebec City at 59 after a two-year illness . . . The Toronto Globe & Mail devoted a long jocular editorial to a recent Variety article headed Do Newspapers Hate TV? . . . Morals charges were laid against a Montreal police official recently by Jacques Sauriol, Montreal publisher and a member of the Quebec film censorship board. The charges were dismissed when two young ladies denied them. Now one of the young ladies, testifying at the perjury trial of the other, says she was bribed to say what she did.

The vote against a new $12,000,000 City Hall by Toronto electors will delay action on the Civic Square and give Shea's Theatre, due to be wrecked, a lease of life . . . IATSE colleagues were the pallbearers at the Canadian Legion funeral of Thomas Haywood, Fort William projectionist, who was accidentally suffocated . . . Montreal actor Lionel Murton will be seen in JARO's The Battle of the River Plate . . . New Chief Barker of the London Variety Club is Nat Cohen, head of Anglo-Amalgamated Films.



### Friends and Admirers Honor Reg March

The Admiral Beatty Hotel, Saint John, NB, was the scene of a banquet in honor of Reginald G. March, who retired as Maritime chief for 20th Century-Fox after many years with the company. He is on the right. Shaking hands with him is A. I. (Abe) Garson, prominent Maritime exhibitor, who presented March with a TV set for those present. Looking on is F. Gordon Spencer, another leading exhibition executive, who was toastmaster for the occasion.

## 'The Opposite Sex'

With the addition of Ann Miller to MGM's The Opposite Sex, the picture, scheduled to start production shortly, will have four of Hollywood's most glamorous stars in its cast. Those previously cast include June Allyson, Dolores Gray and Ann Sheridan.

## 'The Proud Ones'

Robert Ryan, Virginia Mayo and Guy Madison will be starred in The Proud Ones, which Robert Jacks will put before the CinemaScope cameras shortly for 20th Century-Fox.

Robert Webb will direct the super-Western.

## UNITED ARTISTS QUITS MPAA

For the second time in a decade, United Artists withdrew from the Motion Picture Association of America, which it rejoined in 1954. This time it was because of the MPAA's refusal to grant a Code seal to The Man With the Goldren Arm, which deals with dope addiction. Some member companies voted and others abstained from what was an appeal against the decision of the Production Code Administration.

Commenting at column length, Walter O'Hearn of The Montreal Star concluded with: "Perhaps United Artists' moving out will bring some revisions. Two years ago the industry shook the Production Code around a bit, but no really substantial changes were made. It may be time for a few."

## OCTOBER EMPLOYMENT, WAGES UP

The Canadian employment index and the average weekly industrial salary were up in October, 1955 over the same month in 1954, it is reported by the Dominion Bureau of Statistics from Ottawa.

Employment, based on 100 in 1949, increased to 118.3 in October, 1955, as compared with 113.4 a year earlier. Newfoundland had the highest with 147.3 and Nova Scotia the lowest with 103.1.

Average Canadian weekly industrial wage in October, 1955 went up to $61.46, with British Columbia leading with $66.31 and Prince Edward Island trailing with $44.59.

## BRITISH EXPERT JOINS CRAWLEY

Ivor Lomas, expert on quality control in camera, sound, processing and printing for British firms, recently joined Crawley Films, Ottawa as Technical Control Officer. Until he came to Canada the 43-year-old Lomas, a 24-year man in the industry, was Technical Manager for Color Film Services Limited of London and was employed in the past by Technicolor and the Kodak Laboratories.

A writer and lecturer on his work, he's a Fellow of the Royal Photographic Society and a member of the British Kinematographic Society. He's busy on a book about Sensimatic Procedures.

## HONOR MARCH

(Continued from Page 1)

which March, in Saint John 33 years for his company, heard himself lauded by a dozen or so speakers. He was then presented with a TV set in behalf of those present by A. I. Garson, another leading Maritime personality.

The dinner to the popular filmite and Saint John business figure was sponsored by the Maritime Allied Exhibitors Association, the Motion Picture Pioneers and the Maritime Film Board of Trade.

Peter S. Myers, Canadian general manager for 20th Century-Fox, expressed the appreciation of his company to March and introduced his successor, C. Dawson Exley, formerly of Toronto. During the evening local film folk spoke of their regard for March and of his contribution to the growth of the industry in the Maritimes. Many wires, from all parts of Canada, were read by Spencer as chairman.

Out of town guests included James McDonough, Halifax, district manager of Famous Players; J. LeBlanc, Shediac; Harry Adkins, Richibucto; Colin Danson, Sussex; A. J. Mason and Lloyd Mason, Springhill, NS. A. J. Mason is president of the Maritime exhibitors' association.

A native of Surrey, England, March came to Montreal at an early age and became an advertising clerk with Specialty Film Co. (Pathe) in 1913. He was transferred to Saint John in 1915 by his chief, L. Ernest Ouimet. Later, he became associated with Fox as branch manager in 1922.

Active in many forms of community endeavor, March is vice-president of the St. George's Society and has been past president of the Maritime branch of the Canadian Picture Pioneers, the Rotary Club and the Film Board of Trade.

During the First World War he was a member of the film industry's war finance committee, and during the Second World War he was provincial chairman of this committee.

An indication of March's importance in the community was the thorough coverage given the dinner by the Evening-Times, which carried a story and a three-column picture of the presentation.

March is owner of the Film Centre building in Saint John, NB, and has operated many theatres in New Brunswick. Possessed of a rich tenor voice, he has sung as soloist at many local churches and directed many early minstrel shows.

He is married to the former Marie Kathleen Golding and they have two sons, Walter G. and John A., and one daughter, Mrs. L. A. James of North Bay.

**FIFESHIRE MOTION PICTURES LIMITED**

# Announces

*The* **First** *Canadian Television Shows*
*Produced on Film*
*For Distribution in Canada, the United States*
*and Overseas*

## *MEMO FOR ROSEMARY*

(PILOT FILM COMPLETED)

Featuring ROSEMARY BOXER — *Canada's Lady of Fashion*

## *SPORTS COLLEGE*

(PILOT FILM COMPLETED)

with COACH LLOYD PERCIVAL — *featuring the greatest organization of its kind in the world*

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**FIFESHIRE MOTION PICTURES LIMITED**

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**196 BLOOR STREET WEST** **TORONTO, ONTARIO** **WALNUT 2-3746**

"Look at that 'Tender Trap' fella go! He's passed me — and I was a Champ!"

"I didn't think I could be topped but that 'Tender Trap' chap has done it!"

"BOOK ME BOYS FOR A LONG RUN!"

# "THE TENDER TRAP" IS THE INDUSTRY's No. 1 HIT!

Tops in Variety's box-office toppers of the industry. Outgrossing famed "Blackboard Jungle" in Central and Southwest divisions. 118% of the great "Love Me Or Leave Me" business. Extended run engagements terrific because it's the biggest "word-of-mouth" attraction in years! HOLD EXTRA TIME!

★

*M-G-M presents in CinemaScope "THE TENDER TRAP" starring Frank Sinatra • Debbie Reynolds David Wayne • Celeste Holm • with Jarma Lewis • Screen Play by Julius Epstein • Based on the Play by Max Shulman and Robert Paul Smith • And presented on the New York stage by Clinton Wilder Photographed in Eastman Color • Directed by Charles Walters • Produced by Lawrence Weingarten*

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 20, No. 50 REVIEWS FROM THE FILM DAILY, NEW YORK Page 21

# A MAN ALONE

with Ray Milland, Mary Murphy, Ward Bond, Raymond Burr.

(Trucolor by Consolidated)

Republic 96 Mins.

**EFFECTIVE DIRECTORIAL DEBUT BY MILLAND WHO SCORES ALSO AS STAR. PACE HOLDS UP ALL THE WAY PROVIDING WELL-ROUNDED OFFERING.**

Ray Milland's first directorial stint has proven a success, and is likely to be enjoyed by all those who admire the star as well as countless Western addicts throughout the nation. Although not much in the way of rousing action takes place, the piece moves at an even clip and provides sufficient interest to hold almost any audience.

John Tucker Battle's screenplay was adapted from a story by Mort Briskin. Lionel Lindon is credited with the attractive Trucolor photography, and an interesting musical theme has been supplied by Victor Young.

Performances have been well thought out, result being an effective offering for most houses.

**CAST:** Ray Milland, Mary Murphy, Ward Bond, Raymond Burr, Arthur Space, Lee Van Cleef, Alan Hale.

**CREDITS:** Director, Ray Milland; Screenplay, John Tucker Battle; Story, Mort Briskin; Music, Victor Young; Photography, Lionel Lindon.

**DIRECTION:** Very Good.

**PHOTOGRAPHY:** Fine.

## Victor Mature Cast In UA's 'Sharkfighters'

Samuel Goldwyn, Jr. has signed Victor Mature to play the leading role in The Sharkfighters, which will be produced in CinemaScope and color with the cooperation of the Navy Department.

Production of The Sharkfighters, which will be Goldwyn Jr.'s second release for United Artists, will get under way March 1st at the Island of Pines in Cuba, located some 90 miles south of Havana.

## Paramount Acquires New French Novel

From Amongst the Dead, a mystery drama, has been purchased by Paramount as an upcoming production for producer-director Alfred Hitchcock.

A French novel, it was written by Pierre Boileau and Thomas Narcejac, the successful French writing team. The book was published in France under the title of D'entre les Morts. It attracted so much favorable attention that it will soon be published in England and American publication of the book is being set for the near future.

# GUYS AND DOLLS

with Jean Simmons, Marlon Brando, Frank Sinatra, Vivian Blaine, Robert Keith.

MGM (CinemaScope-Eastman Color) 150 Mins.

When Sam Goldwyn puts his talents to producing a picture, you know ahead of time that the results will be life-size or larger. His new musical is a big, lavish show set to the tune of one of the most delightful scores that ever swelled a sound track and is filled with superb dancing. The cast is headed by three of the hottest boxoffice stars in Hollywood and the production staff is packed with talents, at the head of the class in their respective fields.

Most notable of these is Joseph L. Mankiewicz, who adapted the Broadway musical for the screen and handled the direction chores. Applauded in the past for his work with comedy-drama, Mankiewicz proves here that he can handle song-and-dance spectacles as well, adding to the love scenes between Jean Simmons and Marlon Brando an emotional dimension not usually found in musical offerings.

The Mankiewicz screenplay is an expert job, carrying over the rascalities of the dese-and-dose set which sparked the long-run Broadway production for amusing effect. This wayward crew has surefire appeal: Miss Adelaide, the night club doll who longs for respectability; Nathan Detroit and his floating crap game; Big Julie and his blank dice.

**These are mixed well with a whole roster of Broadway eccentrics in a plot which deals with Nathan Detroit's attempt to find lodgings for his permanent floating crap game, Miss Adelaide's 14-year battle to get Nathan to the altar and gambler Sky Masterson's bet that he can get Sarah Brown, a rescue mission girl, to go with him to Havana.**

For entertainment value, the high points of this production are still the songs and dances carried over from the Broadway show. Frank Loesser's score is pure joy, exuding melody and wit at every turn, and the orchestration, conducting and sound jobs are brilliant. From the parade of fine numbers which moved the stage show along, Loesser has dropped three of the best songs, for which he has put in fairly indifferent substitutes, but this is a small criticism of some of the most delightful music ever to grace a motion picture.

Michael Kidd's dances are in the spirit of the marvelous tunes. His crap game ballet is possibly the best dance sequence ever filmed and his night club and Havana dances are exceedingly stylish and funny.

Oliver Smith's sets are top-drawer (the entire production utilizes stage rather than natural backgrounds) and really excellent use has been made of CinemaScope and Eastman Color by those concerned.

**CAST:** Jean Simmons, Marlon Brando, Frank Sinatra, Vivian Blaine, Robert Keith, Stubby Kaye, B. S. Pully, Johnny Silver, Sheldon Leonard, Dan Dayton, George E. Stone, Regis Toomey, Kathryn Givney, Veda Ann Borg.

**CREDITS:** Producer, Samuel Goldwyn; Director and Screenplay, Joseph L. Mankiewicz; Adapted from the stage musical, Guys and Dolls; Music and Lyrics, Frank Loesser; Photography, Harry Stradling.

## DEAN, JENNIFER JONES WIN POLL

**Winners of the first Audience Awards Election sponsored by the Council of Motion Picture Organizations were revealed at a recent banquet at the Beverly Hilton Hotel in Beverly Hills. Over 15,000,000 movie patrons in the USA cast their ballots at more than 6,500 theatres to select the best film, the best performance by an actor and actress and the most promising newcomers. Canada did not participate in the poll, COMPO being an American organization.**

**Best performances in films released in the 12-month period ending September 30th were given, according to the balloting, by the late James Dean in East of Eden and Rebel Without Cause and by Jennifer Jones in Love Is a Many-Splendored Thing. Best film was Warner Brothers' Mr. Roberts. Most promising newcomers were Tab Hunter for his roles in Battle Cry and Track of the Cat and Peggy Lea for Pete Kelly's Blues.**

**George Murphy acted as emcee at the banquet and many Hollywood notables participated in handing out the awards, which were in the form of gold statuettes, dubbed "The Audie."**

# GOOD MORNING, MISS DOVE

with Jennifer Jones, Robert Stack, Kipp Hamilton.

(CinemaScope-Deluxe)

20th-Fox 107 Mins.

**WARM, SENTIMENTAL COMEDY-DRAMA ADAPTED FROM THE BEST SELLING-NOVEL ABOUT A SMALL-TOWN TEACHER AND HER PUPILS. SHOULD ESPECIALLY APPEAL TO FAMILY AUDIENCES.**

Francis Gray Patton's novel on the life of an unyielding small town school teacher was a popular item in the bookstores and should do fairly well as a film in theatres, particularly with family audiences.

It's a warm, sentimental piece which has been given an extremely competent production by Samuel G. Engel. Eleanor Griffin's screenplay preserves the general outline of the book, if not always the tone.

**Both Miss Griffin and director Henry Koster have borne down a little heavily on the obvious in translating the work for movie audiences. Enough of Miss Patton's witty lines come through, however, to provide for some solid laughter, intermixed with tears.**

Performances are generally able. If Jennifer Jones fails to make Miss Dove's stiff-necked qualities humanly credible, she manages the physical transition from radiant young girl to tight-lipped spinster very well. Robert Stack is good as a young doctor; Kipp Hamilton attractive as his wife; and Marshall Thompson effective as the suitor rejected by Miss Dove.

Leigh Harline has contributed a very pleasant score for the film, and director Koster and photographer Leon Shamroy have used CinemaScope effectively.

**CAST:** Jennifer Jones, Robert Stack, Kipp Hamilton, Robert Douglas, Peggy Knudsen, Marshall Thompson, Chuck Connors, Biff Elliot, Jerry Paris.

**CREDITS:** Producer, Samuel G. Engel; Director, Henry Koster; Screenplay, Eleanore Griffin; from the novel by Frances Gray Patton; Music, Leigh Harline; Photography, Leon Shamroy.

**DIRECTION:** CAPABLE

**PHOTOGRAPHY:** GOOD.

## AA Buys 'The Long Walk'

Allied Artists has purchased Bill Winthrop's The Long Walk as a starring vehicle for Fred MacMurray.

## Added To 'The Rack' Cast

Paul Newman, Walter Pidgeon, Edmond O'Brien and Lee Marvin have been added to the cast of MGM's The Rack, which stars Glenn Ford and Wendell Corey. The film is now in work.

# From UA in 1956 . . .

# THE GREATEST STAR POWER

***To Our Exhibitor Friends Throughout the World:***

You have noted our various announcements of picture projects during this past year. Naturally, we have been proud of the producer, director and writer talents who have taken advantage of the opportunity afforded them through U.A. to enter into independent production.

Recently, in a trade advertisement, we listed the names of this imposing array of creative talents from whose efforts we have promised you a minimum of 90 pictures over the next three years—30 a year. This minimum is actually committed as of now and the 90 or more pictures are either already produced, or in production, or in various phases of script development. As part of this program, we have continuously stressed the importance of star power — of proven box-office values —and to that end, we have in many ways attempted to create inducements to stimulate additional production activity on the part of our stars, so that the good health of our great industry, which is measured at your box-office, could thrive.

Now, at the year-end, as we look to 1956, we are thrilled, as you will be, by the results of this encouragement. We are listing here without frills and simply in alphabetical order, some of the stars who will appear in some of our releases for 1956. There are listed here 35 stars and 29 pictures, which is only a part of our program for 1956. All but a handful of these listed pictures are now in production and principal photography has been completed on most of them; not a single one is scheduled to start later than April 1st or to be released later than Christmas of next year. ***We believe this is the greatest star power ever included in a single year's program of any one company in the history of motion pictures.*** Many of these same stars have numerous other projects not here listed in pre-production preparation for 1957 and 1958. Other stars, such as Joan Crawford, Rita Hayworth, Betty Grable and others, are now in the process of activating their programs.

Other important announcements, adding to the U.A. family of producers, directors, writers and stars will soon supplement this imposing array. We hope that with this exciting line-up, you will feel amply rewarded for your past support of U.A. and that we may merit your ever increasing support, so that we, in turn, can make our contribution to the industry ever bigger and better.

BOB BENJAMIN • ARTHUR KRIM
BILL HEINEMAN • ARNOLD PICKER • MAX YOUNGSTEIN

**BUD ABBOTT**
"Dance With Me, Henry"

**TONY CURTIS**
"Trapeze"

**CLARK GABLE**
"The Last Man In Wagon Mound"

**TONY MARTIN**
"Frontier Scout"

**EDWARD G. ROBINSON**
"Nightmare"

# IN MOTION PICTURE HISTORY!

**DANA ANDREWS**
"Comanche"

**CLAIRE BLOOM**
"Alexander The Great"

**RICHARD BURTON**
"Alexander The Great"

**RORY CALHOUN**
"Flight From Hong Kong"

**LOU COSTELLO**
"Dance With Me, Henry"

**JOSEPH COTTEN**
"The Killer Is Loose"

**DANIELLE DARRIEUX**
"Alexander The Great"

**OLIVIA DE HAVILLAND**
"The Ambassador's Daughter"

**KIRK DOUGLAS**
"The Indian Fighter"

**RHONDA FLEMING**
"The Killer Is Loose"

**ERROL FLYNN**
"King's Rhapsody"
"Let's Make Up"

**HENRY FONDA**
"Twelve Angry Men"

**CARY GRANT**
"The Pride And The Passion"

**STERLING HAYDEN**
"Bed of Fear"

**VAN HEFLIN**
"Patterns"

**BURT LANCASTER**
"Trapeze"

**GINA LOLLOBRIGIDA**
"Trapeze"

**FREDRIC MARCH**
"Alexander The Great"

**VICTOR MATURE**
"The Sharkfighters"

**ROBERT MITCHUM**
"Foreign Intrigue"
"Bandido"

**GEORGE MONTGOMERY**
"Huk"

**KIM NOVAK**
"The Man With The Golden Arm"

**JACK PALANCE**
"Fragile Fox"

**ELEANOR PARKER**
"The Man With The Golden Arm"

**JANE RUSSELL**
"The Big Play"

**FRANK SINATRA**
"The Man With The Golden Arm"
"Johnny Concho!"
"The Pride And The Passion"

**MARK STEVENS**
"The Timetable"

**ROBERT WAGNER**
"A Kiss Before Dying"

**RICHARD WIDMARK**
"Run For The Sun"

**CORNEL WILDE**
"Storm Fear"

## RKO PRODUCT

(Continued from Page 1)

players and writers is being contracted now and the first production under the new setup, The First Travelling Saleslady, which is to star Ginger Rogers, will get under way early in 1956.

Howard Hughes will turn over Jet Pilot on May 1 and it will have a late summer release.

A three-feature deal has been reached with John Farrow, whose first will be Back From Eternity.

Eddie Fisher and Debbie Reynolds will co-star in Every Mother Should Be Married, a top-budget comedy with music, to be produced by Edmund Grainger.

RKO just captured an important literary prize, Cameron Hawley's best seller, Cash McCall.

Re-establishment of the company as a source of motion picture theatre product was the immediate aim of RKO, with TV production to follow some time in the future.

One of the features in prospect, said Dozier, is a musical version of the Katharine Hepburn hit of other years, Alice Adams. This is but one of several properties owned by RKO that can be made into musicals.

David O. Selznick, whose production company is allied with RKO for the making of a number of features, among them Ernest Hemingway's A Farewell to Arms, is expected to add another to his plans, with that one getting under way soon.

Exhibitors are perking up at the prospect of an increased flow of product from one of the greatest companies in the industry's history.

Jack Labow, Canadian general manager for RKO, has been gearing his organization for expanded activity on the old scale. A new spirit pervades RKO, he said in Toronto, since the obvious strides the new owners have taken toward the front ranks of the distributors and the Canadian branches are waiting enthusiastically for the results of it.

Among the current RKO pictures are Tennessee's Partner, The Treasure of Pancho Villa, Bengazi, Wakamba, Pearl of the South Pacific and Escape to Burma.

## Industry People Aid Film Preservation

J. Cheever Cowdin, Ned E. Depinet, Stanton Griffis and J. Robert Rubin are among the prominent film industry people who have joined the newly-founded Committee For the Film Collection, which will help The Film Library of the Museum of Modern Art, NY raise funds to save historically important motion pictures from decomposition.

Members of RKO's New Domestic Sales Force

**Walter Branson (sitting), vice-president in charge of distribution, is shown surrounded by the newly-appointed executives of RKO's domestic sales force at the home office in New York. Standing, from the left, are Harry Gittleson, domestic executive assistant and personal aide to Branson; Herbert Greenblatt, Western sales manager; M. G. Poller, home office assistant to Greenblatt; Frank Mooney, home office assistant to the Eastern sales manager; and Nat Levy, Eastern sales manager.**

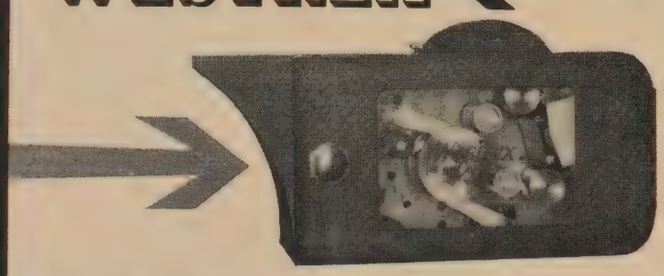
## Mickey Rooney Film

Wally Cox has been signed by Republic to star with Mickey Rooney in Hinky Dinky Parlez Vous, which starts in January under the direction of associate producer Mickey Rooney.

## Bldg. Contracts Let

Three building and alteration contracts, valued at $56,500, were let in Canada in October. Quebec had one for $50,000 and Alberta had two and these were valued at $6,500.


WESTREX



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DS-55-22


## Fox, Disney Capture First Edison Awards

The first National Media Award of the Thomas Alva Edison Foundation for the film best serving the national interest went to 20th-Fox' A Man Called Peter. Walt Disney's The African Lion, distributed in Canada by Empire-Universal, took the prize for the best science film for youth. The best children's film was Arne Sucksdorff's The Great Adventure.

Charles Edison, honorary president of the Foundation, made the awards at a dinner in the Waldorf-Astoria Hotel, New York, saying that A Man Called Peter gave foreign audiences a truer picture of American life than most films. The Foundation's president, Charles F. Kettering, in presenting the science awards, said there was a great need of such films.

## MGM Signs Actress

Anna Kashfi, beautiful young native of India who makes her American screen debut with Spencer Tracy in The Mountain, has been signed to a long-term MGM contract. Born in Calcutta, Miss Kashfi appeared in two Indian pictures prior to going to England in 1953.

THE DOMINION ELECTIONS ACT, 1938

**Electoral District of Spadina**

SUMMARY OF RETURN OF ELECTION EXPENSES

There is below set out, as required by Section 63 (5) of The Dominion Elections Act, a summary, signed by the official agent, of the return of election expenses made to me by him on behalf of SAMUEL GODFREY, one of the candidates at the recent election of a member to serve in the House of Commons of Canada held in the above-mentioned electoral district, which said return is on file at my office and may, on payment of a fee of twenty cents, be there inspected and extracts taken therefrom at any reasonable time during the six months next after the 7th day of December, 1955, being the day upon which the said return was furnished to me.

Dated at Toronto this 7th day of December, 1955.

JOHN A. KINSELLA,
Returning Officer.

RECEIPTS

Receipts, contributions, etc., received from one person ..... **$14,400.26**

PAYMENTS

Candidate's personal expenses — $200; Hire of premises from 8 persons—$1,871.00; Services from 20 persons—$4,879.45; Goods Supplied by 11 persons—$3,954.15; Advertising supplied by 7 persons—$3,495.66.

Total payments to 47 persons ..... **$14,400.26**

Dated at Toronto this 7th day of December, 1955.

JOSEPH ROSENFELD,
Official Agent.

*Observanda*

*Gag Jag*

A HAPPY NEW YEAR to you. And you. And even *you*. . . . *Nice letter* from old-timer Ernest Ouimet, who says that "I enjoy *Film Weekly* and am always looking for the mailman on Monday. Of Reg March: "He is one of my kids that I picked up in Montreal and brought to St. John in 1917—and I am very proud of him" . . . *Charlie Cashman* of Photo-Engravers, York Township's Deputy Reeve, was chairman of the committee responsible for a fine historical volume. Thanks for my copy . . . *Loads of lira* from Milan backers going into what will be the town's most fabulous coffee house. They're converting the front of the Ward-Price building on College, with murals in the style of Veronese, Picasso and others, along with ceramic arts to enchant the eye. The W-P building, in Tudor architecture and set back from a flagstone sidewalk, is a natural for an open-air cafe . . . "*Some faces* are created to bewitch you at first sight," wrote Sholem Aleichem in *The Great Fair*, the story of his boyhood. "Such faces cry out, 'Love me!' And before you know it you do love them" . . . *Ramon Navarro*, claims Germaine Clinton of *Canadian News Reel*, is the one who isn't Rudolph Valentino.

MR. PROOFREADER, please! The name is Ron Ringler, not "Ringer," as we carried it in a recent issue. The Du Pont lad is the SMPTE contact in Canada . . . *From Paul Gormley*, Ottawa's *Variety* mugg: "Thanks for the wonderful report of the George Awards. Like most who read it must have, I had nostalgic vertigo for several hours after finishing it." Paul's dad, who died in 1947, was manager for years of the old Morrisburg Music Hall, three flights up, where *Intolerance* was roadshown with a 42-piece orchestra in the pit. The noise it made during the battle for the Tower of Babylon almost shook the chandeliers loose . . . *Alex Barris* calls Barry Fitzgerald the Irish Menasha Skulnik—which reminds me that on Spadina, it's said, they billed it this way: *The Prisoner of Zelda* . . . *Anyone wanna* chip in to get Jackie Gleason another robe and the Noxzema girl a change of fans? That gets me on this: A recent television show here for kids was interrupted by a commercial insert for — honestly — shaving cream . . . *Spyros Skouras*, at the March of Dimes dinner in his honor in the Waldorf, NY: "You will forgive me if I express the emptiness I feel in my heart because of the absence of my dear brother, Charlie." Charles Skouras, a great human being, passed away earlier this year.

BILL PAPPAS, night headwaiter at Bassel's, the aftershow restaurant for nightclub performers, was an exhibitor in Lucknow, Ontario, until recently. We were talking about the depressed state of the movie biz when his eye caught the traditional masks of Comedy and Tragedy on my tiepin. "If business stays the way it is," observed Bill, pointing to the masks, "they'll both be crying."

LET ME THANK you for the dozens of Christmas cards that brighten both the spirit and the eye. The office looks like an art gallery . . . *Crawley* toying with an RCMP series? . . . *I hear* CBS has two professors of French working out a vocabulary for dubbing that will be acceptable to TV listeners both in France and Quebec . . . *Fumio Kojima* of Inter Theatre Services says there's a girl named Suki who bores him. Her trouble? Suki Yaki . . . *The life and wars* of Walter Winchell make up a very interesting book, *Let's Go to Press*, authored by Ed Wiener, who gave us *The Damon Runyon Story* . . . *Man proposed* to a starlet, saying: "I'd be proud to have you as the mother of my children." Her reply: "How many've you got?" . . . *Good Canadian* story by R. S. Lambert, in *Exploring the Supernatural*, is called *The Ghost That Talked*. All I've got to say is that it must have taken a Course in Public Spooking . . . *Kinsey*, the legitimate pryer, is back from Europe with material for 20 books. Suggested overall title: *Love Is an Any-Splendored Thing* . . . *Mice in* the Supreme Court? Give the boys in black a raise, so that they won't have to pack a lunch every day. No food scraps, no mice.

CANADIAN PRESS was checking on an AP story about a Golex Films of Toronto building a big studio in New Jersey. Nobody knows from nothin' around here . . . *CBC's* hour-long *Audio* program, which seems to be running low on local columnists as guests, continues to pass up one of the town's best, Stan Helieur of *The Telegram*. Go figure that one . . . *Gabbed with* Anthony Quayle, the lead in the Broadway-bound Stratford production of *Tamburlaine the Great*, at the meet-Guthrie-and-group get-together in the Royal York. Quayle just came off the JARO picture, *The Battle of the River Plate*, and he felt quite haunted, for but a few short hours away was the anniversary of that great naval victory, which would bring a touch of reality to his unreal participation . . . *Animal Farm*, an animated cartoon that attacks dictatorship eloquently, chains you to your seat as it develops . . . *Atomizers* that clog are the curse of sinus sprayers. I can't wait to get something I just heard about—an electric schnozzle nozzle . . . *Honestly*, does anyone care a whit about the chalk-talk bit of TV weather gabbers? Just tell me if it's going to snow or if it isn't, then shut up . . . *Catch Frank Rasky's* roundup of this country's columnists in the current *Liberty*. Its opening analysis of the average pillar filler is of classic quality. Very good reading all the way, even the part about me.

A GIRL WHO was a great one with knitting needles was always looking for novel and difficult patterns. One evening the Chinese characters on a menu attracted her interest. She took it home and the result was a white sweater with black Chinese characters. Some time later, while wearing it, she met a friend who looked at her and roared with laughter. It seems that he read Chinese. The characters she had copied so well said: "This is a lovely dish and quite cheap."

HORSE STORY making the round is about a bookmaker whose young son asked him what ethics were. Pop tried to answer by giving an example. This is what he said, as given by Frank Lillich in the *Buffalo Courier-Express*: "I can't define it, but I can give you an example. Yesterday at the track a fellow bet $1,000 on a horse and gave me a brand new $1,000 bill. Later I discovered he had given me two $1,000 bills, and they had stuck together. There's the question of ethics: Should I tell my partner?"

HILLBILLY recruit, having told the examining officer that his father was dead, was asked what he died of. He didn't know.

"Were you there when he died?"

"Yes."

"What did the doctor say?"

Replied the hillbilly: "He said: 'Cut him down—he's dead.' "

PERHAPS THIS STORY about two garment manufacturers will give you a laugh. They were bankrupt. Every design in their line failed to catch on and they were in trouble. They decided to end their depression by jumping out of the window of their office, which was 14 floors up. The first one jumped. As he passed each floor, occupied by other garment manufacturers, he saw that they were empty and that the machines were idle. But the seventh floor was different. It was crowded and the machines were humming. This boss had found a popular line. He looked up to his partner, waiting to leap. "Sam, don't jump!" he yelled. "Cut velvet!" . . . *At the bottom* of a list of prices on a hamburger stand was this: "Time—2c." The fellow who told me about it asked the one-man staff why. "People bother me for the time. I look up and cut or burn yourself. The sign stops them." So the man said . . . *Friend of mine* who is a good Labor analyst predicts that Labor men will soon be heading communal and welfare drives, tasks traditionally handled by business figures. It will result from Labor's growing sense of security—the guaranteed annual wage, the use of psychologists in industry, etc. With the fear of mass unemployment gone, Labor will take its place in communal matters beside management . . . *Andre Prefontaine* of Trans-World Lab phoned the depot here for the Montreal train time and was told 11.30 p.m. He asked the young lady whether it was Toronto time or railroad time and was told: "Everybody's time."

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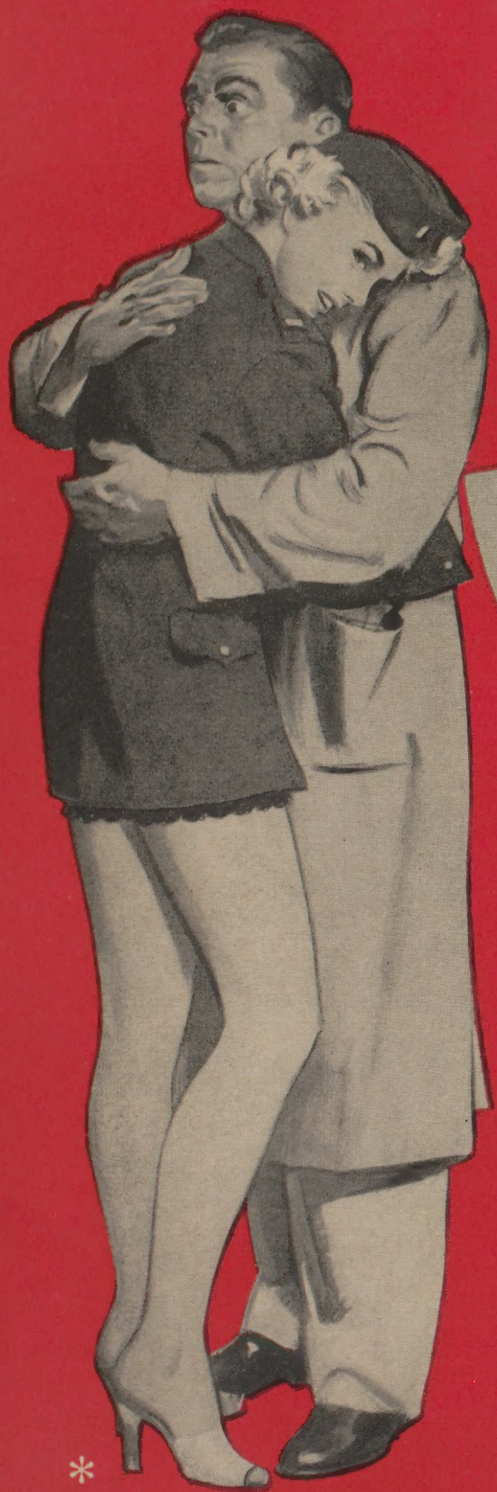

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